

TABLE 55. Importance of trademarks, by industry and company size: 2012
(Percent)

Industry and company size	NAICS code	Very important	Somewhat important	Not important
All industries ^a	21–23, 31–33, 42–81	43.5	28.3	28.2
Manufacturing industries	31–33	50.1	27.3	22.6
Food	311	60.1	19.9	20.0
Beverage and tobacco products	312	75.0	D	D
Textile, apparel, and leather products	313–16	59.7	24.9	15.4
Wood products	321	50.0	31.3	18.8
Paper	322	38.3	40.1	21.6
Printing and related support activities	323	41.2	41.2	17.6
Petroleum and coal products	324	59.4	25.4	15.2
Chemicals	325	54.4	29.2	16.4
Basic chemicals	3251	58.2	26.3	15.5
Resin, synthetic rubber, and artificial synthetic fibers and filaments	3252	66.8	22.3	10.8
Pesticide, fertilizer, and other agricultural chemical	3253	67.0	18.9	14.1
Pharmaceuticals and medicines	3254	50.5	30.5	19.0
Soap, cleaning compound, and toilet preparation	3256	69.0	17.6	13.4
Paint, coating, adhesive, and other chemicals	3255, 3259	45.3	43.3	11.3
Plastics and rubber products	326	44.2	23.7	32.0
Nonmetallic mineral products	327	56.3	28.4	15.3
Primary metals	331	66.0	13.3	20.7
Fabricated metal products	332	37.2	23.2	39.7
Machinery	333	41.5	29.2	29.3
Agricultural implement	33311	52.2	34.5	13.3
Semiconductor machinery	333295	33.4	51.6	15.0
Engine, turbine, and power transmission equipment	3336	44.5	25.2	30.3
Other machinery	other 333	41.0	27.2	31.8
Computer and electronic products	334	49.9	33.4	16.6
Communications equipment	3342	43.3	46.7	10.0
Semiconductor and other electronic components	3344	50.8	30.7	18.5
Navigational, measuring, electromedical, and control instruments	3345	49.1	30.5	20.4
Electromedical, electrotherapeutic, and irradiation apparatus	334510, 334517	48.8	37.5	13.7
Search, detection, navigation, guidance, aeronautical, and nautical system and instrument	334511	33.7	31.2	35.1
Other measuring and controlling device	other 3345	53.1	27.8	19.2
Other computer and electronic products	other 334	58.7	29.0	12.3
Electrical equipment, appliances, and components	335	47.3	29.4	23.3
Transportation equipment	336	38.5	20.8	40.7
Automobiles, bodies, trailers, and parts	3361–63	55.3	22.4	22.3
Aerospace products and parts	3364	14.8	17.9	67.3
Aircraft, aircraft engine, and aircraft parts	336411–13	13.8	16.2	70.0
Guided missile, space vehicle, and related parts	336414–15, 336419	25.1	36.6	38.3
Military armored vehicle, tank, and tank component	336992	D	D	D
Other transportation	other 336	D	D	D
Furniture and related products	337	55.7	D	D
Miscellaneous manufacturing	339	65.5	22.3	12.2
Medical equipment and supplies	3391	62.4	23.4	14.1
Other miscellaneous manufacturing	3399	71.6	20.0	8.4
Nonmanufacturing industries	21–23, 42–81	36.5	29.4	S
Mining, extraction, and support activities	21	S	66.8	12.4
Utilities	22	45.2	36.2	18.6
Wholesale trade	42	S	S	S
Electronic shopping and electronic auctions	454111–12	S	D	D
Transportation and warehousing	48–49	D	D	D
Information	51	57.2	28.4	14.4
Publishing	511	61.6	26.2	12.2
Newspaper, periodical, book, and directory publishers	5111	D	D	D
Software publishers	5112	D	D	D
Telecommunications	517	51.5	26.2	22.3

TABLE 55. Importance of trademarks, by industry and company size: 2012
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Industry and company size	NAICS code	Very important	Somewhat important	Not important
Data processing, hosting, and related services	518	55.9	27.3	16.8
Other information	other 51	44.3	S	14.5
Finance and insurance	52	40.0	30.0	30.0
Real estate and rental and leasing	53	D	D	D
Lessors of nonfinancial intangible assets (except copyrighted works)	533	D	D	D
Other real estate and rental and leasing	other 53	D	D	D
Professional, scientific, and technical services	54	26.8	28.9	S
Architectural, engineering, and related services	5413	27.0	23.5	49.6
Computer systems design and related services	5415	S	S	S
Scientific research and development services	5417	24.5	27.5	S
Biotechnology research and development	541711	27.9	32.8	39.3
Physical, engineering, and life sciences (except biotechnology) research and development	541712	S	S	S
Social sciences and humanities research and development	541720	22.2	38.3	39.5
Other professional, scientific, and technical services	other 54	24.6	12.5	62.9
Health care services	621-23	S	S	S
Other nonmanufacturing	23, 44-45 (excluding 454111-12), 55-56, 624, 71-72, 81	54.7	D	D
All companies (number of domestic employees)	-	43.5	28.3	28.2
Small companies ^b				
5-499	-	37.8	30.0	32.2
5-99	-	33.3	30.7	35.9
5-49	-	27.3	30.5	42.2
5-9	-	24.6	22.3	53.1
10-24	-	25.0	27.1	S
25-49	-	30.8	37.3	31.8
50-99	-	49.5	31.5	19.0
100-249	-	41.8	29.2	29.0
250-499	-	52.8	27.6	19.5
Medium and large companies				
500-999	-	54.4	26.8	18.8
1,000-4,999	-	66.0	21.3	12.7
5,000-9,999	-	73.8	17.9	8.3
10,000-24,999	-	72.5	23.4	4.1
25,000 or more	-	87.6	5.8	6.5

D = data withheld to avoid disclosing operations of individual companies; S = data withheld as more than 50% of the estimate is a combination of imputation and reweighting to account for nonresponse.

NAICS = 2007 North American Industry Classification System.

^a Statistics are representative of companies in the United States that were eligible to receive Form BRDI-1 and performed or funded R&D. These statistics are not comparable to estimates from previous years, as those estimates are representative of all companies in the United States.

^b The upper bound is based on the U.S. Small Business Administration's definition of a small business; the Business R&D and Innovation Survey does not include companies with fewer than five domestic employees.

NOTES: The industry classification is based on the dominant business code for domestic R&D performance, where available. For companies that did not report business codes, the classification used for sampling was assigned.

SOURCE: National Science Foundation, National Center for Science and Engineering Statistics, and U.S. Census Bureau, Business R&D and Innovation Survey, 2012.